

English -2010

5-1-14

### Part One: Understanding the Writing Task-The Product

This analysis shows the rhetorical conventions that most restaurant menus possess. Although, not every restaurant is the same and the different type of restaurant can greatly affect what the conventions of the menu should show. So in the information below, I'm breaking down the menu in a more broad way to fit the masses of the restaurant menu world.

More over, I decided to create a menu for a basic pizzeria, which I may actually end up starting in the future. From the research I conducted, in order to make a rhetorically better pizza menu, you first need simplicity and a easy menu to understand. So I took what I believed to be most essential from the conventions I found below and applied them directly to my menu.

Next, the **purpose** of a restaurant menu is not only a place to itemize what's from the kitchen (through descriptive text or pictures of food alongside with high priced beverages), but is also the perfect spot to emphasize the quality of the food, the theme of chain or establishment and to sell other items or services such as catering or delivery and other specialty services.

The **audience** of a restaurant menu is most commonly a customer of the restaurant. The **relationship between the author and the reader** play different roles with each other. The authors relationship to the reader likely wont be personal but connected through what is seen and read on the menu and later if questions arise about a dish on the menu, waiters/waitresses or a cashier will most likely

answer the questions that are asked. Although if the answer doesn't satisfy the customer the question will be taken to a manager or owner if they are available.

The **relationship between the readers to the author** comes from hunger or occasion and the reason they are at the restaurant reading the menu is to choose something to order. Good pictures with and descriptive text from the author may persuade the reader to order items that are out of their budget and more expensive.

### **Rhetorical Conventions/Context of a Restaurant Menu**

1. Cosmetic design of the menu cover
2. Choose color scheme that matches the style of the restaurant (dark colors are more fancy and professional where light and more vibrant colors are more for a young clientele) try to match interior design layout.
3. Order the menu logically, breakfast, lunch, and dinner. With the most popular or money making dishes at the first focal point. Usually have a separate list menu for specialty drinks. While keeping the basic drinks at the back.
4. Break up the categories of food with bolded or enlarged and simple headings. Keep the dishes you want to push to the customer first on the list to read.
5. List the foods items and prices; push specialty or (more expensive) items with more attention through pictures and descriptions. Offer economy dishes below average price. Include healthy alternatives for variety of customers. State what side add-ons exist and how much they cost, in smaller print.

6. Describe each dish. The titles of the dishes themselves should be descriptive. Include brief description of all main ingredients while using enticing words to describe the dish to draw people in.
7. Next, focus on composition of appropriate font, margins, and spacing. Make sure pictures area appealing and in the right spot. Keep fonts simple. Visually balance each page with pictures and text layout.
8. Run the design by the cook if available and people not involved with the restaurant to give you feedback on whether or not the menu flows well and makes sense and avoids confusion.

## **Part 2: Understanding the Writing Task-The Process**

I began this project with getting a “hands on” idea of what a pizza places menu typically looks like. I ended up going to a few different places and noted the similarities between the style of the restaurant and the menu they offered. If the place its self had been outdated and under kept, the menu matched the restaurants look.

On the other hand for an example, Pizzeria 712 had a very elegant and modern atmosphere. It gave the restaurant class, and with class came higher prices and higher class customers. The menu matched very well with the interior design of the restaurant. It was very clean to look at, made sense, and showed the quality of the establishment.

Every restaurant I went in to had its own feel and theme. I personally felt more comfortable with the more simple approach in menus I saw. It was easy to decide what to order and was more straightforward to comprehend. On the flip

side, the menus that were comprised of multiple pages became overwhelming to look at and made the customer (myself and friends) very indecisive and ended up being more time consuming than we had hoped.

Overall, after getting some hands on experience of what different menus conventions were like I was able to form my own opinion on what I would like to see in a pizza menu. From there I took what was needed to make a menu from different sources on menu conventions from the Internet and took inspiring ideas and twisted them to make it my own. The menu itself isn't totally up to par with how well I would like it done, but it gives me a good solid structure to fall back on when I finally create the real deal for my restaurant in the future.

### **Work Cited**

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# SLC ORGANIC PIZZERIA



Home of the best USDA organic pizzas available!

## Pizza

10 Inch \$6.95 18 Inch \$19.95

**The SLC Classic** – Our trademark whole grain organic dough topped with fresh vine-ripened organic tomato sauce, and a hefty layer of organic mozzarella.

**The Wholesome Hippie**- Our classic pizza loaded with fresh seasonal organic mushrooms, red and bell peppers, garlic slices, onions, baby spinach, rosemary potatoes and bruschetta.

**The Basic** – Whole grain crust, organic pepperoni, fresh tomato sauce, and a heaping layer of mozzarella.

**The 420**- Our original whole grain organic hemp dough, topped with baby spinach, mushrooms, juicy pineapple, hardwood smoked ham, avocado, fresh organic tomato sauce, and mozzarella cheese.

## Toppings

Prices for

10"

\$1.00 ea.

18"

\$2.95 ea.

- Δ **Onion**
- Δ **Pineapple**
- Δ **Garlic**
- Δ **Spinach**
- Δ **Bell peppers**
- Δ **Mushrooms**
- Δ **Bruschetta**
- Δ **And more...**



## Salads

**Fully Whole Caesar** - Organic romaine lettuce, homemade breadcrumbs, served with Parmesan cheese and our homemade full of life Caesar dressing. \$5.95

**Mary's Berry Spinach** - Organic baby spinach, cranberries, fresh tomatoes, hemp seeds, sunflower seeds, mozzarella and our homemade sweet and tangy fruity dressing. \$5.95

**The Utah** – Organic romaine lettuce, organic hardwood smoked ham, farm raised hard boiled eggs, peas, bruschetta, onion, green pepper, whole grain bread crumbs, mozzarella cheese and our homemade ranch or house-vinaigrette. \$7.95

## Soups

Cup \$2.95 Bowl \$5.95

Ask about our homemade **always-organic** soup of the day.

## Beverages

**The SLC green smoothie-** Packed with fresh kale, spinach, berries, rice milk, Pomegranate juice, and organic hemp protein powder. **\$3.99**

**Mama Chia- \$2.99**

**Kombucha Drinks- \$3.49**

**Honest Tea- \$1.59**

**Bolthouse Farms drinks- \$2.99**

**Coconut Water- \$1.99**

### **Part Four: Producing the Writing-The Process**

In the menu I created for a pizzeria place I named “SLC Organic Pizzeria”, I took what I believed to be the most crucial rhetorical convention pieces and applied them to the menu. This included making the menu basic, simple, and easily understandable. I then took my own ideas of what I would want to see in a pizza place and brought it to life in the menu genre project.

Next, as the writer of the menu I made sure that I was following the typical menu convention but in my own way. I first created a relevant and bold title “SLC Organic Pizzeria” this title addresses exactly what the restaurant is and stands for. I also was able to show the ethos side of the menu by adding the USDA Organic logo on the top right corner of the menu, this gave the restaurant credibility and will attract more customers because of this reason.

As the reader or customer of my menu, you will see that the options are limited, making decisions and menu browsing painless. The reader/customer will be drawn to the restaurant by the healthy options the restaurant provides with the right amount of detail in the description under the item for an example the unofficial national marijuana day of 4-20 is associated with one of the pizzas we offer,” The 420- Our original whole grain organic hemp dough, topped with baby spinach, mushrooms, juicy pineapple, hardwood smoked ham, avocado, fresh organic tomato sauce, and mozzarella cheese”. This shows just the right amount of description to give the reader a fair idea of why its named the way it is, telling the reader that “Our

original whole grain organic hemp dough” is used in the pizza should give enough information to the reader and become a novelty pizza for stoners alike.

The contexts of the pizza menu were addressed properly through the layout of the items and how the whole was set up. The design elements played an important role for the type of menu I was going for. I wanted a clean green feel in my restaurant with an aesthetically pleasing atmosphere. And I wanted a basic menu to match this décor.

Next, the basic nature of the prices listed by the item and its description is a must in making a menu, “**The Utah**” is a great example of how a dish or entrée should be shown on a menu “Organic romaine lettuce, organic hardwood smoked ham, farm raised hard boiled eggs, peas, bruschetta, onion, green pepper, whole grain bread crumbs, mozzarella cheese and our homemade ranch or house-vinaigrette”. Furthermore the menu should show the price on the side of the description, which I clearly followed with my menu.

Although if this were a different type of restaurant with breakfast, lunch, and dinner I would have to arrange the food in chronological order starting from breakfast and making my way down to dinner.

I followed the purpose of a menu with the one I created. A menu is supposed to show what the establishment offers and why someone should eat there. Different quirky differences can make or break a restaurant. The purpose of my menu was to show the reader/ customer what food options we offered and what beverages we sold alongside. Using a different approach of healthy pizza should appeal to most customers who are pizza fanatics who want to have guilt free consumption of their



favorite food. Another purpose of the menu if it was online is to show where the establishment is located and the contact information. For that reason I included a faux address “300 South 420 East Salt Lake City, Utah 84101 Phone: 801-636-4046 [www.slccorganix.com](http://www.slccorganix.com)”.

Furthermore, the rhetorical conventions I used in my menu specifically apply to a pizza restaurants menu. Next, I broke up the menu to have bold headings to catch the reader’s attention and to make the readability smoother like I had learned to do from research. Each category of food is clearly bolded and labeled. For an example, the first category “Pizza” is bolded and draws the reader/customer to these items first, because this is what we will plan on selling the most of. The price per size is strategically placed right below the bolded word “Pizza” minimizing time spent on questions and moving the customer in and out of the door faster.

Once again, the color scheme of my menu reflects the essence of something clean and natural. Using different shades of green and basic black lettering shows the reader/customer what to expect when coming to our restaurant. Using a watermarked picture of a yummy looking pizza immediately gives the customer knowledge of what the menu is focused on. Also, the use of the USDA logo validates our restaurant and shows that we are healthy and support real wholesome ingredients in our food.

As a conclusion, I believe I took what was important in the contexts and rhetorical conventions I had learned in creating a basic and quality menu, and applied them to my own. Avoiding the complexity of many menus I see made my

menu particularly easy to follow and understand in return should make the customer/reader want more, and later become regular customers.